



## Political Advertising Disclaimers

### 1. Communications by Candidate Committees for their own Election

**The disclaimer must include, unless otherwise noted:** “Paid for by *committee name*.”

Examples: “Paid for by Jones for Assembly 2014”

“Paid for by Friends of Smith for Mayor 2014”

Communication	Manner of Display
<b>All mass mailings - more than 200</b> (including electronic mail messages, faxes, Twitter feeds)	<ul style="list-style-type: none"><li>• Committee name/address, as on file with Form 410, on outside of mailing. (If no Form 410 on file, use candidate name/address.)</li><li>• Only committee name required on electronic messages</li><li>• No less than 6 pt type/contrasting print color</li><li>• Return envelopes (included in solicitation) – committee’s name, address and ID number are recommended but not required</li></ul>
<b>Telephone calls advocating candidate's own election</b> (500 or more) - made by vendors (“robo” calls) or paid individuals	<ul style="list-style-type: none"><li>• Any time during the message</li><li>• Must identify the candidate that paid for the call or an organization authorizing the call that files campaign reports</li><li>• Must state that the call is “paid for by” or “authorized by” the identified candidate or organization</li><li>• <i>Examples: This call was paid for by Senator Jones; This call was authorized by (name of committee)</i></li><li>• No ID required on telephone calls personally dialed by candidate, campaign manager or volunteers</li></ul>
<b>The Political Reform Act does not require a specific disclaimer on the following communications, although the FPPC recommends placing “paid for by <i>committee name</i>” and committee ID number on all public campaign materials.</b>	
<b>Newspaper, radio and television ads</b>	<ul style="list-style-type: none"><li>• Radio and television advertisements require “paid for by” or sponsor identification under Federal Communications Commission rules</li><li>• Check the Elections Code for newspaper ad requirements</li></ul>
<b>Billboards, yard signs, business cards, door hangers, flyers, posters and websites</b>	<ul style="list-style-type: none"><li>• “Paid for by <i>committee name</i>” and committee ID number are recommended but not legally required</li></ul>

The information on this chart does not carry the force of law. If there are any discrepancies between the chart and the Act or its corresponding regulations and opinions, the Act and its regulations and opinions will control. Communications made by a candidate to support or oppose a ballot measure or other candidates are not addressed in this chart.

References: [Government Code Sections](#): 84305, 84310.  
[Title 2 Regulations](#): 18435, 18440.